

Message Text

UNCLASSIFIED

PAGE 01 BANGKO 17135 160629Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 (ISO) W
-----107330 162015Z /75
R 150401Z JUN 78
FM AMEMBASSY BANGKOK
TO USDOC WASHDC
INFO SECSTATE WASHDC 6291

UNCLAS BANGKOK 17135

E.O. 11652: N/A
TAGS: BEXP, TH
SUBJ: WTDR/FTI: ITALTHAI INDUSTRIAL CO., LTD.

REF: USDOC 9834

1. THAILAND

OFFICE USE: W. 549 3. 0150400 4. 01

5. ITALTHAI INDUSTRIAL CO., LTD.

6. P.O. BOX 342, 2013 NEW PETCHBURI ROAD

7. BANGKOK

8. CONTACT: MR. J. MORIN

9. TITLE: GENERAL MANAGER

OTHER OFFICIALS ARE: MR. G. BERLINGIERI, MANAGING DIRECTOR
AND DR. CHAIJUDH KARNASUTA, PRESIDENT.

10. PHONE: 3920011 11. TELEX: TH 2740

WM CABLE: ITALTHAI
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13. ESTBL: 1955 14. EMPL: 600 15. SIZE: VERY LARGE

16. REPUTATION: Y-EXCELLENT 17. RPT DATE: OYXUI

OFFICE USE: 18. K 19. NA 20. X 21. NA 22. NA

23A. 35310/235 IMP.AGT.DIST. OF CONSTRUCTION MACHINERY AND EQUIP.

23B. 20840/235 IMP.AGT.DIST. OF WINES AND SPIRITS

23C. 28190/135 IMP.AGT.DIST. OF INDUSTRIAL CHEMICALS

23D. 36200/235 IMP.AGT.DIST. OF ELECTRICAL INDUSTRIAL APPARATUS

23E. 35690/235 IMP.AGT.DIST. OF WATER TREATMENT EQUIPMENT

24. FOREIGN SALESUX NA

25. FINANCIAL REFS: CHARTERED BANK, SALADAENG, RAMA 4 ROAD, BANGKOK; BANQUI DE L'INDOCHINE, 140 WIRELESS ROAD, BANGKOK; BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK, THAILAND.

26. TRADE REF: CLARK INTERNATIONAL MARKETING S.A., W. EAST FRONT ST., BUCHANAN, MICHIGAN.

27. FOREIGN FIRMS REPRESENTED: AGENCY REP. M?20&34 9)) 4-,\$, WOODILEFF, LAKE, N.J. *94 0,37.-58: 31780.3,5; FIAT ALLIS, WEST ALLIS, WIS. FOR HEAVY EQUIPMENT; CLARK INT'L MARKETING S.A., MIDLAND, MICHIGAN FOR ROAD EQUIPMENT; SEAGRAM'S OVERSEAS SALES CO., NEW YORK, N.Y. 10022 FOR WINES AND SPIRITS; NUEBLIN, HARTFORD, CONN. FOR WINES AND SPIRITS; WORTHINGTON PUMP INT'L 270 SCHEFFIELD ST., MOUNTAINSIDE, N.J. 07092 FOR PUMPS AND AIR UNCLASSIFIED

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COMPRESSORS; MCKESSON & ROBBINS, NEW YORK, N.Y. FOR INDUSTRIAL CHEMICAL.

28. POST EVALUATION: ITALTHAI INDUSTRIAL, ESTABLISHED IN 1955 BY THE ARCHIMEDES COMPANY OF ITALY, WAS TAKEN OVER BY DR. CHAIYUDH KARNASUTA (THAI) AND MR. GIORGIO BERLINGIERI (AN ITALIAN RESIDENT IN THAILAND) IN OYQ WHEN THE ITALIAN COMPANY CEASED ITS OPERATIONS IN THAILAND. IT REGISTERED AS A CORPORATION WITH AN AUTHORIZED CAPITAL OF \$500,000 TO ACT AS IMPORTER, AGENT AND DISTRIBUTOR OF HEAVY CONSTRUCTION MACHINERY, BUILDING MATERIALS, INDUSTRIAL CHEMICALS, WATER TREATMENT EQUIPMENT, WINES AND SPIRITS. FORTY PERCENT OF ITS IMPORTS ARE FROM THE U.S. WITH THE REMAINDER FROM FRANCE (30 PERCENT), ITALY (20 PERCENT), GERMANY (5 PERCENT) AND ENGLAND (5 PERCENT). IT OWNS AN OFFICE OF 1,232 SQ.METERS, A SHOWROOM OF 600 SQ.METERS AND WORKSHOP OF 600 SQ.METERS, ALL IN A NEW FOURTEEN STORY BUILDING "ITALTHAI HOUSE", LOCATED IN ONE OF BANGKOK'S BUSINESS DISTRICTS. FIRM EMPLOYS 600 PEOPLE INCLUDING 80 SALESMEN. ITS SALES VOLUME IN 1977 WAS REPORTED TO BE \$17,500,000 REPRESENTING A SHARP INCREASE OF 300 PERCENT OVER THE FIGURE REPORTED TO THE EMBASSY IN 1976. FIRM IS ONE OF THE ITALTHAI GROUP OF COMPANIES WHICH ALSO INCLUDE: ITALIAN THAI DEVELOPMENT CORP. LTD. (CONTRACTOR FOR CONSTRUCTION OF HIGHWAYS, BUILDINGS,

INDUSTRIAL PLANTS AND PIPELINES); NIPA LODGE CO., LTD. (HOTEL); SIAM HOTEL SYNDICATE CO., LTD. (#953); SIAM BRICK PRODUCTS CO., LTD. (MANUFACTURER OF HOLLOW CLAY BRICKS); WORLD PRESS CO., LTD. (ENGLISH LANGUAGE DAILY NEWSPAPER); ITALTHAI GAS SERVICE CO., LTD. (PRODUCER OF LPG GAS); ITALTHAI FINANCE COPR. LTD. (FINANCIER OF VEHICLES AND EQUIPMENT); ITALTHAI HOLDING CO., LTD. (INVESTOR); ALLIED NEWSPAPER CO., LTD. (ENGLISH LANGUAGE DAILY NEWSPAPER); SIAM SIGHTSEEING CO., LTD. (TOUR OPERATOR); ORCHID LODGE CO., LTD. (HOTEL); SIAM MACHINERY AND EQUIPMENT CO., LTD. (MANUFACTURER OF CAST IRON AND ELECTRIC MOTORS); RINCOME CO., LTD. (HOTEL); SAMILA HOTEL CO., LTD. (HOTEL); TELEVISION RENTAL CO., LTD. (RENTAL OF TV AND HOME APPLIANCES); THAITRAC CO., LTD. (IMPORTER AND DISTRIBUTOR OF FIAT-ALLIS CHALMER TRACTORS AND MEDICTHAI CO., LTD. (IMPORTER, AGENT AND DISTRIBUTOR OF MEDICAL INSTRUMENTS AND UNCLASSIFIED

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HOSPITAL EQUIPMENT). ITALTHAI INDUSTRIAL IS MANAGED BY MR. G. BERLINGIERI AND UNDER THE PRESIDENCY OF DR. CHAIYUTH KARNASUTA, WHO IS WELL-KNOWN IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANKS REPORT THAT SUBJECT FIRM HAS BEEN GRANTED BANKING FACILITIES WITH THE BANK'S SATISFACTION; IT IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

29. PREP: SATHIT/SOMSAK APPR: JAMES H. SAVERY
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BANGKO17135
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780252-0773
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780658/aaaabxhs.tel
Line Count: 146
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 7ca66088-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2344721
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI: ITALTHAI INDUSTRIAL CO., LTD.
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/7ca66088-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
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